MSC IN ECONOMICS AND BUSINESS ADMINISTRATION – MARKETING*
A STATE-OF-THE-ART APPROACH

I wanted to study abroad, and Aarhus BSS offered everything I was looking for: a degree programme that suited my interests perfectly, an international environment, and a great location right in the middle of a vibrant student city. I have a background in marketing communication, but during my bachelor’s I became interested in exploring other aspects of marketing too. The MSc in Marketing is great because it also includes courses on pricing strategy and economic psychology. We can also choose electives within areas such as business intelligence, which I believe can be very useful for an aspiring marketing professional.

MAIKE LÜNEBURG
MSc in Marketing, from Germany

The MSc programme in Marketing prepares students for a range of international management careers across public and private sectors. Graduates have expertise in value creation, innovation, communication and channel management, pricing, marketing research, customer relationships, and marketing strategy.

A KEY COMPONENT OF BUSINESS
Marketing is indispensable to top management when it comes to picking served markets, competitors, and business portfolios. Customers are central to marketing too, which means making promises that match the target group’s needs and then meeting or exceeding expectations. Marketing can be applied to both commercial and non-commercial purposes – e.g. selling products or services, but also promoting favourable behaviour. This work is often international in scope, a characteristic mirrored in the course content offered on the programme at Aarhus University, which has an international staff and a diverse student body.

SOCIAL AND ACADEMIC ACTIVITIES
Aarhus BSS hosts a rich and varied programme of activities for you as a student, both study-related and social. Our many student associations host events ranging from lectures and company events to career days and sports days, Friday bars, and celebrations, so there is plenty of scope for meeting and networking with like-minded people, discovering new areas of academic interest, and socialising with fellow students.

CAREERS
Graduates with the MSc in Marketing have state-of-the-art knowledge about value creation and innovation management, channel management, pricing, marketing research, customer relationships, communications management, and marketing strategy. They are ready to take on a range of management roles including consumer or market-insights research consultancy, entrepreneurship, innovation, and communication in both private and public sectors. Their skills are very much in demand – so career prospects are very bright.

PLACE OF STUDY
Aarhus

WWW
masters.au.dk/marketing

ANNUAL TUITION FEE
EU/EEA/Swiss citizens: FREE
Others: EUR 10,000

*Fees are subject to change. See international.au.dk
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AARHUS BSS
Aarhus BSS (School of Business and Social Sciences) is one of Aarhus University’s four faculties. With approximately 13,000 full-time students, several thousand part-time students, more than two hundred PhD students and nearly six hundred faculty members, Aarhus BSS ranks among the largest business schools in Europe and is Denmark’s biggest business and social sciences unit at university level. Building on its broad academic base, it encompasses both traditional business and social science disciplines. Aarhus BSS holds the distinguished AACSB, AMBA and EQUIS accreditations and is thus a triple-crown business school.

LEARNING IN AN INTERNATIONAL CONTEXT
At Aarhus BSS, we conduct research and teaching at the highest academic level. We are dedicated to imparting to our students exactly the knowledge, skills, and experience that are in demand – the skills that are essential for engaging in professional business activities in a global marketplace.

Our broad scope enables us to attract researchers, lecturers, and students from all over the world. With their help, we have built an international environment in which academic and cultural views are exchanged, experiences gathered, and friendships formed.

Our students are encouraged to take a semester abroad at one of Aarhus BSS’s approximately three hundred partner universities around the world. Studying abroad is an excellent opportunity for you to expand your horizon academically, culturally and personally, and for you to acquire valuable international experience and qualifications that are in high demand in companies and organisations everywhere.

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